



WEETABIX 1975 DOCTOR WHO PROMOTION

INTRODUCTION

Between April and June 1975, Weetabix featured the first of its two *Doctor Who* promotions featuring artwork by Gordon Archer. Each packet of the breakfast cereal would contain a set of four full-colour cardboard stand-up figures, featuring at least one Dalek and three other assorted characters. In total, there were six different sets to collect, which featured two figures of the Doctor, one of Sarah Jane Smith, and an assortment of monsters. These spanned the Yeti from 'The Abominable Snowmen' through to the K1 Robot from Tom Baker's first story.

- Set 1 – Dalek (silver), Saarl, Sarah, Sea Devil
- Set 2 – Dalek (white/red), Dr Who 1, Ice Warrior, Cybermen
- Set 3 – Dalek (white – facing), Aggedor, Axon Monster, Giant Robot
- Set 4 – Dalek (white – sideways), Dr Who 2, Ogron, Lynx
- Set 5 – Dalek (grey), Yeti, White Robot, Draconian
- Set 6 – Dalek (black/gold), Silurian, Quark, Alpha Centuri

On the back of the large and family-sized packs was one of six colour action settings that could be cut-out and assembled. Some packs also featured a cut-out TARDIS to assemble. Smaller versions of the six landscapes were also available on the standard-sized packs.

The promotion was advertised in a wide range of children's comics as well as in-store using a colourful three-dimensional display.

With thanks to Weetabix Food Company, Christopher Hill, Phillip Bhullar and Colin Young

FAMILY SIZE **24** WEETABIX



Weetabix®

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



DOCTOR
WHO

AND
HIS ENEMIES

FREE INSIDE

4 STAND-UP FIGURES

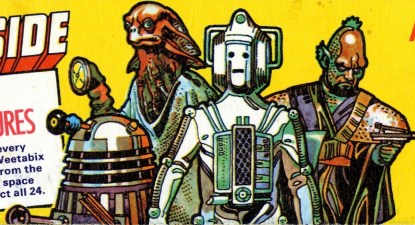
© B.B.C. 1975

DOCTOR WHO AND HIS ENEMIES

FREE INSIDE

4 EXCITING STAND-UP FIGURES

You'll meet them in every Doctor Who packet of Weetabix - fantastic characters from the BBC's great time and space adventure series. Collect all 24.



A DALEK IN EVERY PACKET!

In the full set, there are 6 different Daleks and 2 colourful figures of the new Doctor. You'll also find his assistant, Sarah Jane Smith and these fabulous creatures and robots:

Cyberman
Lynx the Time Warrior
Giant Robot
Ogron
Silurian
Yeti
Quark
Sea Devil

Draconian
Saarl
White Robot
Alpha Centauri
Ice Warrior
Aggedor of Peladon
Axon Monster

Weetabix®



DOCTOR
WHO
AND
HIS ENEMIES

B



**AND
HIS
ENEMIES**



CUT



CUT

FREE inside this packet, there are 4 exciting figures from the amazing adventures of Doctor Who. It's another great Weetabix series for you to collect and play with in the action settings on these special packets. There are 6 different colourful settings and – on some packets – a realistic cut-out model of the TARDIS.

Free Action Setting.

Just cut out these 2 pieces of scenery. Cut carefully between the double lines on both pieces – but only as far as they are marked.



Fold the larger piece in both places as shown. Then slot over the other piece like this –

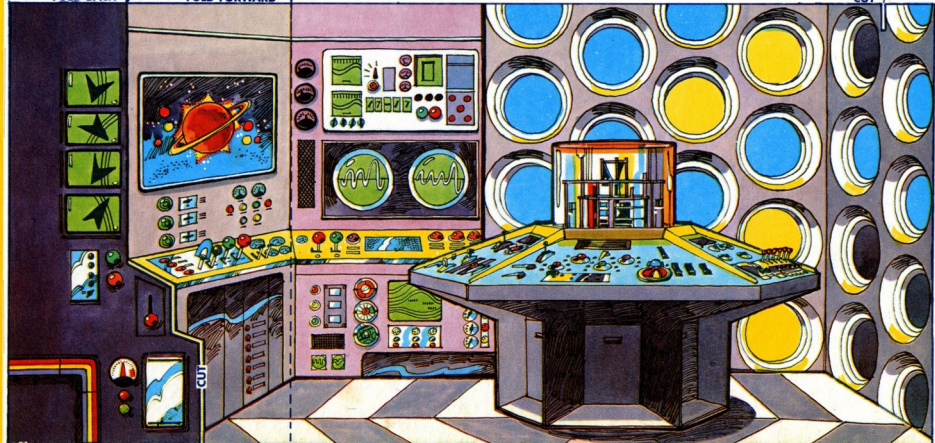


Weetabix

FOLD BACK

FOLD FORWARD

CUT





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Weetabix

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▼ **FOLD FORWARD**

▼ **FOLD BACK**





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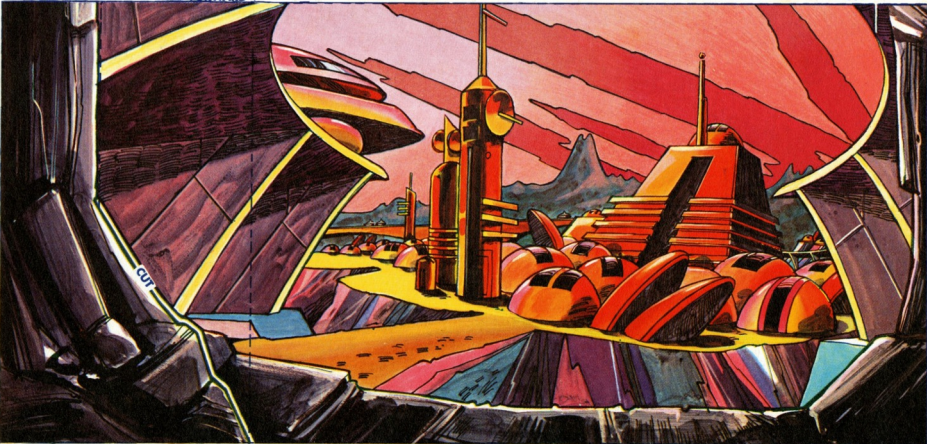


Weetabix

FOLD BACK

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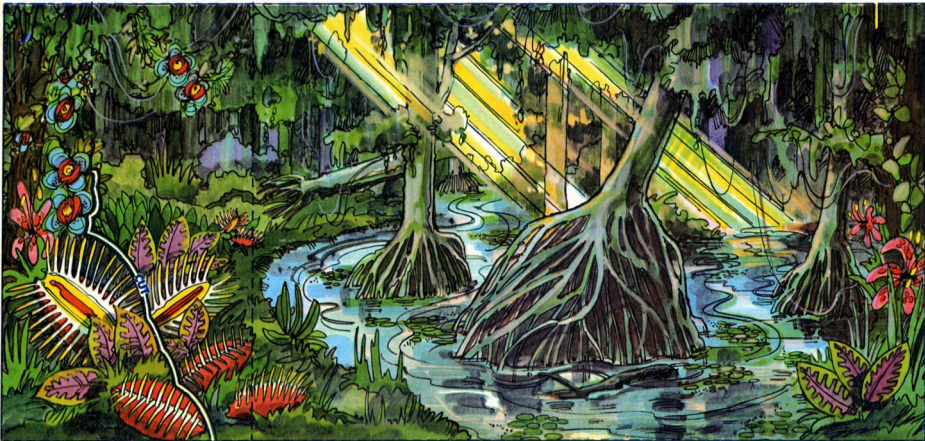


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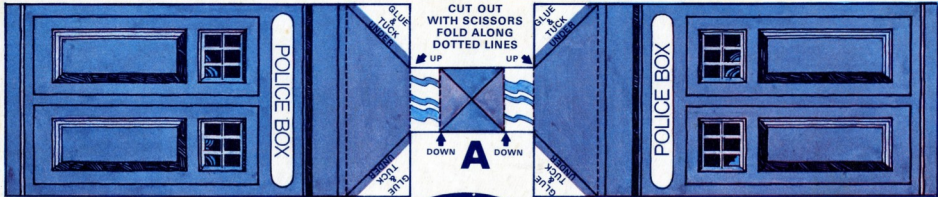
Weetabix

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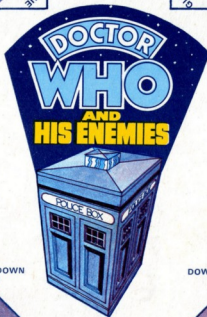
▼ FOLD BACK





MAKE YOUR OWN TARDIS

1. Carefully cut out both pieces, A and B.
2. Fold piece A along the dotted lines as shown so that it looks like this.
3. Fold piece B in the same way.
4. Glue the top of B and the roof flaps of A, marked "GLUE AND TUCK UNDER"
5. Stick A over the top of B like this. Wait until dry.
6. Glue the side flaps of B and fix them under the sides of A.

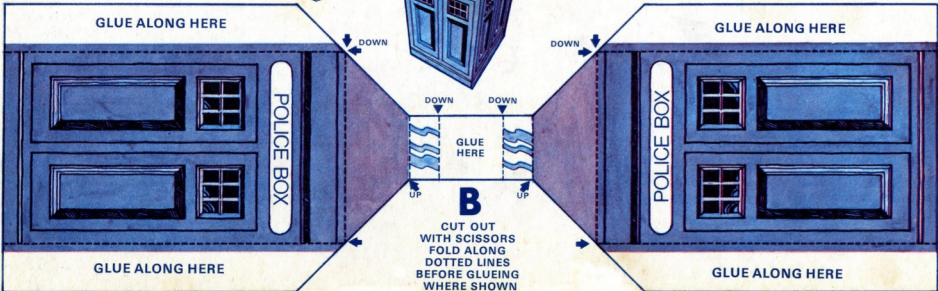


FREE inside this packet, there are 4 exciting figures from the amazing adventures of Doctor Who.

It's another great Weetabix series for you to collect and play with in the action settings on special Doctor Who packets.

From this packet, you can make your own realistic model of the TARDIS and on other packets there are 6 more colourful settings for you to collect.

Weetabix



STANDARD SIZE **12** WEETABIX

Weetabix®

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



MADE IN ENGLAND

Weetabix®
WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



INGREDIENTS: Whole Wheat, Malt Extract, Sugar, Salt, Vitamins (per oz): Niacin 3.0 mg, B2 (Riboflavin) 0.3 mg, B1 (Thiamine) 0.2 mg, Iron (per oz): 1.67 mg.

Two Weetabix provide on average 120 calories and 26 gm. carbohydrates and approximately one-sixth of your daily requirements of the above nutrients.

A breakfast dish containing two Weetabix (approximately 1 1/2 oz.) 5 fl. oz. of milk and 5 oz. of sugar provides 276 calories, 49 gm. carbohydrates, 8.4 gm. protein, 8.1 gm. fat.

Weetabix contains a minimum of 10% protein.

The contents of this packet left no factors in perfect condition, in the event of any complaint, please write to us - Weetabix Limited, Watlington, Oxford OX1 2JH. Your order and receipt will be returned.

FREE INSIDE

4 EXCITING STAND-UP FIGURES

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IN EVERY
PACKET!**

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Cyberman
Lynx the Time Warrior
Giant Robot
Ogron
Silurian

Yeti
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Sea Devil
Draconian
Saari

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Alpha Centauri
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| Giant Robot | Sea Devil | Ice Warrior |
| Ogron | Draconian | Aggedor of Peladon |
| Silurian | Saarl | Axon Monster |



CUT ▲

▼ CUT

▼ CUT

▼ FOLD FORWARD

▼ FOLD BACK

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slot the smaller piece over the large one.



B

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Weetabix



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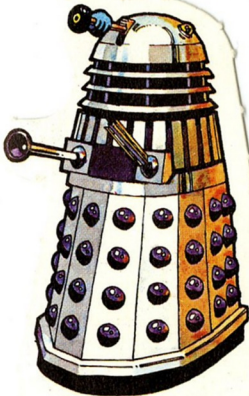
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CUT ▼ CUT ▲ ▼ FOLD FORWARD CUT ▼ FOLD BACK





Dalek



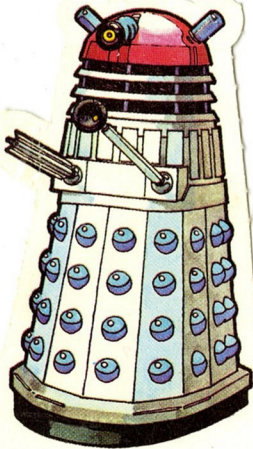
Saarl



Sarah Jane



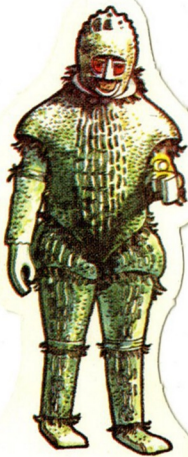
Sea Devil



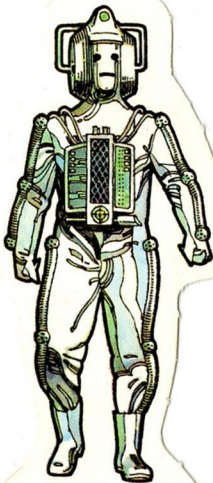
Dalek



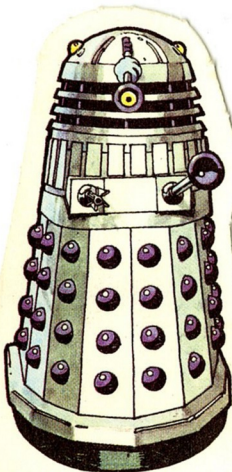
Dr Who 1



Ice Warrior



Cyberman



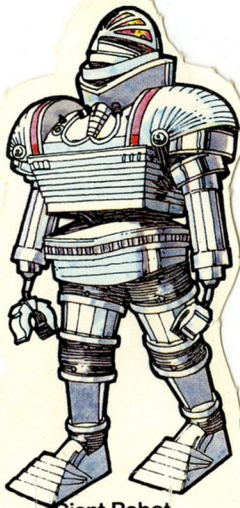
Dalek



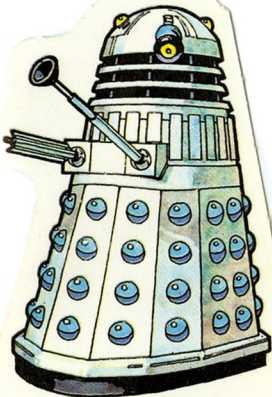
Aggedor



**Axon
Monster**



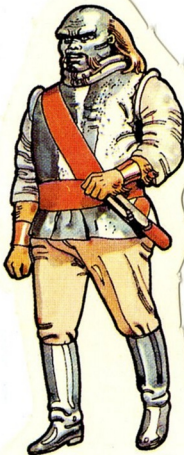
Giant Robot



Dalek



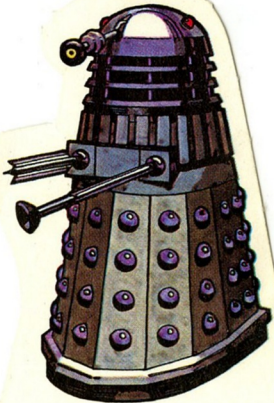
Dr Who 2



Ogron



Lynx



Dalek



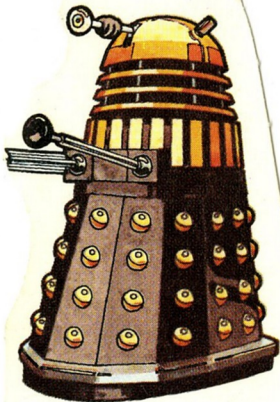
Yeti



**White
Robot**



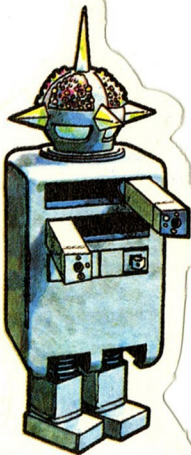
Draconian



Dalek



Silurian



Quark



**Alpha
Centauri**



WEETABIX 1975 DOCTOR WHO PROMOTION

Comic Advertising

Three-dimensional In-store Promotional Display

ADVERTISEMENT

DOCTOR WHO'S ENEMIES ARE FREE!

4-free full-colour stand-up figures inside every Doctor Who pack of Weetabix. With a free action setting on the back of every pack. In all there are six different Daleks to collect and two colourful figures of the Doctor. Then there's Sarah Jane, the Giant Robot, Cyberman, Sea Devil and a dozen more terrific monsters and robots. Plus six different action settings. And on some packs there's a fabulous full-colour cut-out model of the Tardis. So dig into your time traveller's breakfast and journey into outer space.



HAVE YOU HAD YOUR DAILY WHEAT?

Weetabix
PRESENT

DOCTOR
WHO
AND
HIS ENEMIES

FREE

in every special pack

4 stand-up
figures

24 to collect

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Weetabix
PRESENT



DOCTOR
WHO
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DOCTOR
WHO
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